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August 17, 2000

Docket 00N-1351  
Dockets Management Branch (HFA-305)  
Food and Drug Administration  
Room 1061  
5630 Fishers Lane  
Rockville, MD 20852

Dear FDA:

I am writing to object to the use of the term "fresh" to describe any food treated with nonthermal processing, as proposed in Docket 00N-1351 Food Labeling; Use of the Term "Fresh" for Foods Processed With Alternative Nonthermal Technologies. I also request that you rescind the decision to allow raw foods treated with irradiation be labeled as "fresh."

The term "fresh" implies untreated, unprocessed food. Please allow labeling criteria to reflect this by not including nonthermal technologies like irradiation which mislead and defraud the consumer who expects a living food with all its natural health-giving properties.

Sincerely,

Mel Bankoff  
President  
Emerald Valley Kitchen

00N-1351

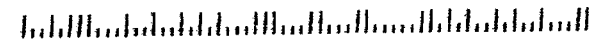
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